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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant: Samra et al. :
Serial No.: 09/474,588 : Art Unit: 3623
Filed: December 29, 1999 : Examiner: James A. Reagan
For: METHODS AND SYSTEMS :
FOR CREATING MODELS FOR :
MARKETING CAMPAIGNS :

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GROUP 3600

AMENDMENT AFTER FINAL

Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated November 5, 2002 and made final, Applicants respectfully request entry and consideration of the following amendment:

IN THE CLAIMS

1. (twice amended) A method for increasing efficiency of a marketing system, the system comprising a database containing customer demographic data, said method including the steps of:

building models of predicted customer profiles;

embedding the models within an online analytical processing tool;

determining through the online analytical processing tool a sequential order for combining the models prior to combining the models;

using the online analytical processing tool to combine the models in the determined sequential order; and